MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

BMK 3084 – MARKETING RESEARCH

(All sections / Groups)

13th March 2020
9.00am to 11.00am
(2 Hours)

INSTRUCTION TO STUDENT

1. This question paper consists of **one (1)** page, (excluding this cover page) with **FOUR** (4) questions.

2. Answer **ALL FOUR (4)** questions. The distribution of the marks for each question is given.

3. Please write all your answers in the **Answer Booklet** provided.

Answer ALL FOUR (4) questions.

Question 1

TESCO and GIANT are two (2) major department stores in Malaysia. Explain briefly about paired comparing scale, and develop a series of paired comparison scales comparing these two stores, on store image characteristics.

(25 marks)

Question 2

Develop a **5-point Likert scale** to measure the usage of "on-line shopping" in Malaysia, with **FIVE (5)** statements.

(25 marks)

Question 3

Explain briefly about observational forms, and describe the major decisions involved in designing observational forms.

(25 marks)

Question 4

Describe stratified sampling with examples, and discuss the **FIVE (5)** selection criteria of stratification variables.

(25 marks)

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